



NASA Policy Directive

COMPLIANCE IS MANDATORY FOR NASA EMPLOYEES

NPD 1383.1C

Effective Date: April 05, 2005

Expiration Date: April 05, 2027

[Printable Format \(PDF\)](#)

Subject: Release and Management of Audiovisual Products (Revalidated w/change 2)

Responsible Office: Office of Communications

CHANGE HISTORY

Chg#	Date	Description/Comments
1	04/29/2016	Updated to comply with 1400 compliance requirements, and added a measurement/verification.
2	01/14/2022	Updated to comply with 1400 compliance requirements, corrected applicability statement, citations and remove revision letters on Attachment B.

1. Policy

a. It is NASA policy to:

- (1) Encourage the prompt, complete, and effective distribution of information about its activities and the results of these activities.
- (2) Limit the use of proprietary or copyrighted materials so that NASA's visual imagery is freely available to the public.
- (3) Protect all NASA communications audiovisual resources commensurate with the risk and magnitude of harm that could result from the loss, misuse, or unauthorized access to or modification of such resources.

2. Applicability

- a. This directive applies to NASA Headquarters and NASA Centers, including Component Facilities and Technical and Service Support Centers.
- b. In this directive, all mandatory actions (i.e., requirements) are denoted by statements containing the word "shall." The terms "may" or "can" denote discretionary privilege or permission. "Should" denotes a good practice and is recommended, but not required. "Will" denotes expected outcome, and "are/is" denotes descriptive material.
- c. In this directive, all document citations are assumed to be the latest version unless otherwise noted.

3. Authority

- a. The National Aeronautics and Space Act, as amended, 51 U.S.C. § 20143 as amended.
- b. OMB Circular A-130, Management of Federal Information Resources.

4. Applicable Documents

None.

5. Responsibility

- a. The Assistant Administrator for Communications or designee(s) implements shall implement and manage this directive.
- b. The Director, Multimedia Division, NASA Headquarters shall::
- (1) Oversee and monitor audiovisual activities within respective area (s).
 - (2) Establish an internal review process to avoid duplication and ensure merit, as well as to ensure adherence to OMB circulars, prior to production.
 - (3) Establish processes to ensure control, dissemination, and security of NASA communications audiovisual products as required by the governing provisions of OMB Circular A-130, Management of Federal Information Resources.
- c. The Center Public Affairs Directors or equivalent positions shall do the following:
- (1) Oversee all public affairs audiovisual products and services at their respective installations.
 - (2) Propose an effective and practical system for review and approval, and monitor of audiovisual products and services within their respective installations.
- d. All NASA Centers shall:
- (1) Obtain high-quality film or video documentation of all ongoing programmatic activities.
 - (2) Appoint an Audiovisual or Public Information Specialist as the installation focal point for coordinating all audiovisual activities with the News and Multimedia Division and the appropriate Public Affairs Officer at NASA Headquarters.
 - (3) Participate in the communications live-shot program, arranging and placing into suitable media outlets live television interviews with appropriate spokespersons on topical issues involving Center activities.
 - (4) Participate in the communications video file program, providing existing background footage as appropriate for AVAIL, Media Resources on nasa.gov, etc., and researching and obtaining footage, as requested.
 - (5) Provide for the maintenance at the installation (or the transfer to the National Archives and Records Administration (NARA) in conjunction with the appropriate NASA Records Officer) of film and videotape documentation of programmatic activities and make it available as appropriate to media and other requesters. All correspondence with NARA should be through the NASA Records Officer or the NASA Center Records Manager.
 - (6) Submit one copy (i.e. DVD or digital equivalent) of each audiovisual production to the appropriate element of the Headquarters News and Multimedia Division.
 - (7) Provide all materials necessary to Headquarters News and Multimedia Division or NARA for the reproduction and distribution of selected NASA productions.
 - (8) Adhere to NASA Technical Standard 2822, Metadata Standards , and ensure that all final, released still and motion imagery products include metadata, including filenames, captions, etc. Communications audiovisual products should adhere to the latest edition of the NASA Stylebook, as published on communications.nasa.gov.

6. Delegation of Authority

None.

7. Measurement/Verification

Success of this NPD will be validated by annual performance reviews of the contractors providing audiovisual services.

8. Cancellation

NPD 1383.1A, Release and Management of Audiovisual Products and Services, dated December 09, 1999.

REVALIDATED ON 1/14/2022, ORIGINAL SIGNED BY:

/s/ Frederick D. Gregory
Acting Administrator

Attachment A: Definitions

Audiovisual Product - Material containing visual imagery, with or without sound, used to convey information about NASA activities. Examples include photographs, videotapes, and motion picture footage and discs.

Audiovisual Service - Function performed in the production, reproduction, utilization, distribution, and storage of an audiovisual product. Included are scripting, photography, film processing, digital production and distribution, videotape transfer, tape or film editing, audiovisual media depository and records center operations, and support and maintenance of audiovisual equipment and facilities.

Attachment B: References

B.1 NPD 1440.6, "NASA Records Management."

B.2 NPR 1441.1, "NASA Records Retention Schedules."

(URL for Graphic)

None.

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